

How Sweet it is: Build-A-Bear Workshop® Unveils ‘Sweet Shop’ Valentine’s Day Gifts with Heart and Charitable Partnership with Make-A-Wish®

Experiential retailer invites Guests to share their heart with unique gifts, personalized voice messages and more

ST. LOUIS, Jan. 23, 2018 – Love and hugs abound at Build-A-Bear Workshop®, Inc. (NYSE: BBW), an interactive destination where Guests can create personalized furry friends, as the company unveiled a new [collection of Valentine’s Day gifts](#) that are sweeter than ever.

Valentine’s Day is the perfect time to celebrate the special people in your life—from your “better half” to your children to your best friends. At Build-A-Bear Workshop, you can make your own sweet Valentine’s Day gift—and a memory—to cherish together, complete with:

- The signature Build-A-Bear Workshop heart ceremony, where you and your Valentine make a wish on a heart and place it inside your furry friend.
- The opportunity to add a heartfelt message to any Build-A-Bear furry friend with a [Personalized Record Your Voice™ sound chip, sharing your sentiment.](#)
- A variety of classic teddy bears, furry friends and licensed characters to choose from, with outfits and accessories that are Cupid-approved.

Sugar, Spice and Everything Nice

The new **Make-Your-Own Sugar Scent™ furry friends** are cuddly (calorie-free) “treats” featuring a fragrance that gets sweeter with each hug. [Sugar Scent Hearts Kitty™](#) is a friendly 16-inch feline with adorable hearts on its fur that can be customized with a tutu, pink cupcake accessory and more. 16-inch [Sugar Scent Tiny Hearts Bear™](#) features white fur covered in pink hearts and can be dressed in a heart skirt set and plush heart lollipop. [Sugar Scent Pup™](#) is a 16-inch playful pup with black and white fur and adorable eyes. Add a blue “HUGS” hoodie for even more puppy love.

Each Sugar Scent furry friend is available for purchase separately in Build-A-Bear Workshop stores and online, or as part of a gift set that includes an outfit and accessories, such as a plush cupcake or lollipop, at [buildabear.com](#). The sugar-scented fur is made possible by Celessence™ Technologies microencapsulation.

With a heart-shaped texture on its fur, the [Red Hot Red Hearts Bear](#) (available in select stores and online) is ready for hugs. An [online-exclusive version](#) of this furry friend—available at [buildabear.com](#)—can be **personalized** with up to three lines of **embroidered text** to share a message with someone special. For even “bigger” fun, check out the 3-foot [Jumbo Red Hot Red Hearts Bear](#)—available in select Build-A-Bear Workshop stores and online—as well as the [online-only Personalized Jumbo Red Hot Red Hearts Bear](#).

Dressed to Impress: Say It with a Cute Costume

If your loved one deserves a gift that’s extra hug-worthy, a teddy bear dressed in a [Cupid Costume](#) (available online and in select stores) or the [online-only Knight in Shining Armor Costume](#) is sure to have them love-struck. The entire Build-A-Bear Workshop Valentine’s Day collection—including a [Chocolate Covered Strawberry Costume](#)—is available at [buildabear.com](#).

Hopping for Hugs

The mischievous Peter Rabbit just hopped into Build-A-Bear Workshop stores and [buildabear.com](#) for the first time ever—weeks ahead of the release of the *Peter Rabbit* film! Beloved by generations of fans,

this adorable furry friend loves nothing more than a good adventure. Plus, you can add Peter Rabbit's signature blue jacket and 5-in-1 phrases—voiced by actor James Corden—to this special movie-edition bunny.

“Win” on Valentine’s Day with Gifts for your Sports-fan Sweetheart

From the [NFL](#) and [NBA](#) to over 50 college teams and more, Build-A-Bear Workshop has the perfect gift for your sports-fan Valentine. With official, team-branded furry friends—plus complementary uniforms and accessories—you can create an “athlete” that’s personalized (you can even add your voice or a favorite scent!) just for your Valentine’s Day “teammate.” Licensed sports products are available in select stores and at buildabear.com.

Charitable Gifts with Heart: Make a Donation to Make-A-Wish® at Build-A-Bear Workshop

Now through Feb. 15, 2018, U.S. Guests of Build-A-Bear Workshop can support [Make-A-Wish®](#) by making a donation in stores or online. All donations will go directly to Make-A-Wish and help grant wishes of children with critical illnesses, which can help them build physical and emotional strength.

For more information, visit buildabear.com and follow the brand on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#).

About Build-A-Bear

Founded in St. Louis in 1997, Build-A-Bear, a global brand kids love and parents trust, seeks to add a little more heart to life. Build-A-Bear Workshop has approximately 400 stores worldwide where Guests can create customizable furry friends, including company-owned stores in the United States, Canada, Denmark, Ireland, Puerto Rico, the United Kingdom and China, and franchise stores in Africa, Asia, Australia, Europe, Mexico and the Middle East. The company was named to the FORTUNE 100 Best Companies to Work For® list for the ninth year in a row in 2017. Build-A-Bear Workshop, Inc. (NYSE: BBW) posted a total revenue of \$364.2 million in fiscal 2016. For more information, visit buildabear.com.

About Make-A-Wish

Make-A-Wish® grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Based in Phoenix, Arizona, Make-A-Wish is the world’s largest wish-granting organization, serving children in more than 50 countries on five continents. With the help of generous donors and more than 32,000 volunteers worldwide, Make-A-Wish grants a wish somewhere in the world every 21 minutes on average. Since 1980, it has granted more than 350,000 wishes to children around the world. For more information about Make-A-Wish International, visit worldwish.org and for more information about Make-A-Wish America, visit wish.org.

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